

IN THE KIND OF A ROLE THE PUBLIC LOVES TO SEE HER PLAY!



YOUNG!
VIBRANT!
ALLURING!



Barbara **STANWYCK**

"The PURCHASE PRICE"

with The Screen's
Latest Sensation—

George **BRENT**

and a Great Supporting Cast
Directed by WILLIAM A. WELLMAN



Another **WARNER BROS. hit!**

For Your Information—

"The Purchase Price" Gives You the Sales Angles of a Great Box Office Champion

You have BARBARA STANWYCK—a REAL STAR with a tremendous following.

O. O. McIntyre, famous columnist said, "Next to . . . Barbara Stanwyck is the most talked of actress on the screen today."

HER ROLE is just the kind the public loves to see her play. She is back again as the young, vibrant, entrancing charmer that drew big business in "Illicit," and "Night Nurse." Her role of a red hot night club singer with a past, who is so tempting that three different types of men fall madly in love with her, affords the opportunity of setting up her tantalizing beauty, allurements and ticket-selling S. A.

A GREAT BOX OFFICE STORY

The story has BARBARA STANWYCK buy a husband, sight unseen, from another woman in an effort to get away from the life she has been living. This situation is original, intriguing and fired with box office lure.

You Have GEORGE BRENT—The Screen's latest rage!

His great work opposite BARBARA STANWYCK in "So Big," and his unqualified success as Ruth Chatterton's leading man in, "The Rich Are Always With Us," have given him the fastest build-up on record.

He's the idol of the women fans!

IT WILL PAY YOU TO GIVE HIM PROMINENT BILLING

THE STORY

Joan Gordon, an entertainer at a New York night club, sickens of the life, and tells Ed Fields, the proprietor, whose "girl" she is, that she is through with him. She has made up her mind to marry Don Leslie, a wealthy young man who has told her he wants to take her out of the night club life.

Leslie's father finds out about Joan, however, so the youth gives her up when threatened with disinheritance. Joan, her dreams shattered, flees to Montreal, where she gets a job in a night club. Fields traces her, and she is very much frightened. That evening the hotel maid, Emily, tells Joan she is leaving for the West to marry a man through an arrangement with a matrimonial agency.

Joan finds that Emily, who is far from attractive, has sent Joan's picture to the farmer. She decides to marry the man herself and buys Emily off. She meets the man, Jim Gilson, at a way station, where they are married by a Justice of the Peace.

At first the man is repulsive to her, and she is very much frightened.

Gilson tries to kiss her and in a sudden reaction, Joan strikes him across the face. He is angry and

takes his things to another building to spend the night. From this time on he tolerates her, but apparently hates her. They live their own lives separately.

Fields has had trouble in New York, has cashed in and is fleeing for Paris. He has kept trace of Joan and comes to persuade her to go with him. He arrives on a terrible winter night, and Gilson, although he sees that the man means something to Joan, cannot turn him out. Joan confesses that he was once her lover, but says it is all over and that she loves only her husband. Gilson sneers at this.

One night, late in the summer, Bull McDowell and Spike Forgan, rivals, look over Gilson's fields and see that he has the finest crop of wheat in the country. Spike and Bull sneak into the fields that night and set fire to the grain.

Joan wakes up when she sees a flame in the sky. She is horrified to see the grain being swept away. She arouses her husband and together they go out and fight the fire. At last they get it under control, saving the greater part of the wheat. Joan falls exhausted at her husband's feet. He picks her up and knows at last that he loves her.

PRODUCTION STAFF

Based on the Saturday Evening Post story,
"The Mud Lark," by.....Arthur Stringer
Screen play by.....Robert Lord
Directed by.....William A. Wellman
Photography by.....Sid Hickox
Art Director.....Jack Okey

Running Time.....68 minutes
Length.....6262 feet



BARBARA STANWYCK as the girl who got more than she bargained for, in "The Purchase Price," the new Warner hit at the Strand.
Cut No. 1 Cut 30c Mat 10c

THEY'RE IN IT

Joan Gordon, dance hall girl.....BARBARA STANWYCK
Jim Gilson, her husband.....GEORGE BRENT
Ed Fields, dance hall proprietor, Joan's former lover.....LYLE TALBOT
Don Leslie, a wealthy youth.....DAVID LANDAU
Bull McDowell, prosperous farmer who is also in love with Joan.....MURRAY KINNELL
Spike Forgan, aide to Bull McDowell.....LEILA BENNETT
Emily, a hotel maid.....MATT McHUGH
Waco, Ed Fields' bodyguard.....CLARENCE WILSON
Justice of the Peace, who marries Joan and Jim.....LUCILLE WARD
His wife.....CRAUFORD KENT
Peters, a friend of Jim's.....DAWN O'DAY
A farmer's daughter.....VICTOR POTE
Clyde, a half-wit who works for the Justice of Peace.....ADELE WATSON
Mrs. Tipton, one of the wives.....SNUB POLLARD
Joe.....

WHERE YOU SAW THEM

BARBARA STANWYCK—"Ladies of Leisure," "Forbidden," "Illicit," "Night Nurse," "So Big," "The Purchase Price."
GEORGE BRENT—"So Big," "The Rich Are Always With Us," "Miss Pinkerton," "Week-End Marriage," "The Purchase Price."
LYLE TALBOT—"Big City Blues," "Love Is A Racket," "New York Town," "Without Consent," "The Purchase Price."
HARDIE ALBRIGHT—"A Successful Calamity," "So Big," "The Purchase Price."
DAVID LANDAU—"Street Scene," "Union Depot," "It's Tough To Be Famous," "The Purchase Price."

OFFICIAL BILLING

Warner Bros. Pictures, Inc.
& The Vitaphone Corp.
present
BARBARA STANWYCK
in
"THE PURCHASE PRICE"
Based on the story "The Mud Lark"
By Arthur Stringer
with
George Brent
Lyle Talbot
Directed by William A. Wellman
A Warner Bros. and Vitaphone Picture

5%
100%
75%
20%
90%
10%
20%
40%

Star Advance Publicity

your **1**st story

Barbara Stanwyck Plays Unusual Characterization in "The Purchase Price"

Barbara Stanwyck, one of the finest dramatic artists on the screen, comes to the Theatre in her latest Warner Bros. picture, "The Purchase Price" a picture adapted from Arthur Stringer's great novel, "The Mud Lark".

In "The Purchase Price," Miss Stanwyck portrays a night club singer who becomes a "picture bride". Her adventures make a thrilling and exciting story, it is said, which culminates in a series of swift moving adventures including a realistic fire, during the filming of which Miss Stanwyck was burned.

Her role as the "torch singer" gives Miss Stanwyck an entirely new characterization, enhanced by her lovely singing voice which records beautifully. She is surrounded by a capable and well chosen cast, headed by George Brent, the new screen sensation who plays opposite Miss Stanwyck in the finest role of his career.

Brent is the young Irish actor, it will be remembered, who played so brilliantly in "So Big" with Miss Stanwyck, and who was seen to such advantage in Ruth Chatterton's latest picture, "The Rich Are Always with Us".

His role in "The Purchase Price" is easily his best characterization on the screen and is comparable only to some of the early Thomas Meighan characterizations, with which that great screen star won fame and the affection of movie lovers everywhere.

Lyle Talbot, a comparative newcomer to the screen plays the role of the wealthy night-club man whose love for Miss Stanwyck causes him

across the world, only to lose her to the more colorful Brent.

William Wellman, ace Warner Brothers director, and baton wielder on "Wings", "The Public Enemy", and "So Big", as well as many other outstanding Hollywood productions, directed "The Purchase Price."

Locations for "The Purchase Price," include the beautiful country around Riverside, California, the snow country of the High Sierras, and the mountain and desert lands lying between California and Nevada.

The story tells of a young night club entertainer whose love affair with one of the upper strata crashes about her ears, and who goes as a "picture bride" to a stranger in order to escape the attentions of the man who has held her in bondage for a number of years.

It is developed as only Arthur Stringer can develop such a story, and was ably adapted to the screen by Robert Lord.

your **2**nd story

Biographical Story Barbara Stanwyck's Life Has Been No Bed of Roses

The hardships of her recent pictures—in which she has suffered everything from sprained ankles to severe burns—do not weigh very heavily in the mind of Barbara Stanwyck, whose latest picture for Warner Brothers, "The Purchase Price," comes to the Theatre.....

Born Ruby Stevens in Brooklyn, New York, July 16th 1907, she has undergone almost every conceivable sort of hardship in her short life. Of Scotch-Irish parentage, both her parents died when she was very young, and she not only fended for herself, but for her sisters as well.

Her ambition to be a dancer led her to the chorus, from which she graduated onto the stage in a play called "The Noose," in which she made an immediate hit. Another stage hit "Burlesque" established her as a leading Broadway actress,



GEORGE BRENT and BARBARA STANWYCK
in "The Purchase Price."
Cut No. 2 Cut 30c Mat 10c

your **3**rd story

Barbara Stanwyck Sings For First Time on Screen in "The Purchase Price"

Barbara Stanwyck, fascinating screen star, will sing for the first time in any picture, in her forthcoming Warner Bros. film, "The Purchase Price," directed by William Wellman, which comes to the Theatre.....

Playing the role of a night club entertainer whose voice and personal beauty are the toast of the city,

Barbara Stanwyck finds in the part a strange parallel to the early beginnings of her own career. As a member of the chorus in a revue on the Strand Roof in New York, she sang as well as danced nightly, and later, when she played the feminine lead in "Burlesque," she sang again.

A new song, not yet published and never heard before in any form will be the star's number in "The Purchase Price," with an unusually good motivation because the words are tied in with the theme of the picture. Titled "Take Me Away", the lyrics were written by Sidney Clare and Charles Tobias, and the music by Peter Tinturin.

The star's voice is of the low, rich sort so popular today, and it is the consensus that, had she not become a great dramatic actress instead, she might have won fame for herself as a radio singer.

"The Purchase Price" was adapted from Arthur Stringer's great novel and Saturday Evening Post story, "The Mud Lark". It is a thrilling story of the Dakota wheat fields, directed by William Wellman and adapted for the screen by Robert Lord.

The cast supporting Miss Stanwyck includes George Brent, Lyle Talbot, Hardie Albright, Matt McHugh, Leila Bennett, David Landau, and Murray Kinnell.

and shortly after playing in it she married Frank Fay. Her first picture, "The Locked Door," was her worst, but what looked like a Hollywood flop turned out to be one of the most sensational movie careers of all time. Her great successes include "Ladies of Leisure," "Illicit," "Night Nurse," "So Big," and now "The Purchase Price."

George Brent is her leading man in the latter, and in the cast are Lyle Talbot, David Landau, Hardie Albright, Leila Bennett, Murray Kinnell, Matt McHugh, Clarence Wilson, Lucille Ward, Victor Potel, Adele Watson, Dawn O'Day, Snub Pollard and Crauford Kent.

The story, directed by William Wellman, is an adaptation by Robert Lord of Arthur Stringer's successful novel, "The Mud Lark."

your **5**th story

George Brent Ready to Quit Pictures When His Big Opportunity Came

He believes in fate—whatever that is.

But what he means by it, he can explain. George Brent came to Hollywood after a number of successful years as a stock player throughout the United States, in several cities of which he had owned his own stock companies.

At present he's playing opposite Barbara Stanwyck in "The Purchase Price," her current starring vehicle for Warner Bros., coming to the Theatre..... Between George Brent's arrival in Hollywood and his selection for his great role in this picture, a load of that stuff called "fate," played a big part.

He was signed by a major company, and used in several insignificant parts, where, as he himself says, he was indistinguishable from the crowd. A famous director signed him to play an important role in a picture he was planning. But the picture never materialized.

George decided that he didn't like pictures, and that pictures didn't like him, and was prepared to go back to the stage. He was packing when a telephone call came that led to his leaping to fame overnight. Warner Brothers wanted him to take a test to play with Miss Chatterton in "The Rich Are Always with Us". George passed the test and played, in rapid succession, opposite five Warner Brothers stars.

He didn't do anything to deserve it, he says. He's exactly what he was a year ago or two years ago. But since then he's met that odd fellow fate. And George Brent is him.

"The Purchase Price" was adapted from Arthur Stringer's great novel and Saturday Evening Post story, "The Mud Lark". It is a thrilling story of the Dakota wheat fields, directed by William Wellman and adapted for the screen by Robert Lord.

The cast, in addition to Miss Stanwyck and George Brent include Lyle Talbot, Hardie Albright, Matt McHugh, Leila Bennett, David Landau, and Murray Kinnell.

Lyle Talbot, Newcomer to Screen, Has Vital Role in "The Purchase Price"

The long arm of coincidence again.

Lyle Talbot, who is playing one of the leading roles opposite Barbara Stanwyck in "The Purchase Price," her current production for Warner Bros. now at the Theatre, is something of a newcomer to the screen. He began his stage career as a magician, and an aroma of magic still sticks to him. He was born, for example, Lyle Hollywood. He has a close relative named Warner. And he got his chance to play in pictures from a test in which he speaks the role of a play written on the Warner Brothers lot, and about the Warner Brothers publicity department.

George Brent also plays opposite Miss Stanwyck in "The Purchase Price."

Boxing Champion in Barbara Stanwyck Film

Harvey Perry, who rose to screen fame as the trainer of James Cagney for "Winner Take All", and who also scored as his opponent, Al West, in the last big prize fight of the picture, will again be seen on the screen next week at the Theatre in "The Purchase Price," Barbara Stanwyck's latest starring picture for Warner Brothers.

The young athlete is a former champion in two sports, diving and boxing in the lightweight class, who won honors in the Olympic Games in Europe, when he was but 14 years of age.

your **4**th story

How Movie Fights Are Made to Look Realistic

Photographing a fight scene in a motion picture isn't a matter of merely staging a fight and grinding a couple of cameras on it, as many a new director has found out to his sorrow.

William Wellman, who directed Barbara Stanwyck in her latest Warner Bros. production, "The Purchase Price," learned to the

theatre..... knows better than that. He does it the old way. The film is shot piecemeal—here a leg flying through the air, there a man landing on a table and breaking it; here a fist crashing against a jaw, there a knee finding the receptive pit of a stomach.

It may sound simple, but it's the hardest way possible to do the job. It consumes hours of extra time, some expert timing, and an inexhaustible amount of fighting on the part of the players, as George Brent and Lyle Talbot, who play opposite Miss Stanwyck, found out to their sorrow.

Yet this is the only proper way to film a fight, for it affords exciting closeups that are impossible of achievement by filming a fight as it takes place.

Wellman credits D. W. Griffith with instituting this manner of filming action, but says years of experience in filming action pictures has perfected it for him.

"The Purchase Price" was adapted from Arthur Stringer's great novel and Saturday Evening Post story, "The Mud Lark". It is a thrilling story of a night club entertainer who, through a matrimonial ad, marries a man she has never met before.

The cast supporting Miss Stanwyck includes George Brent, Lyle Talbot, Hardie Albright, Matt McHugh, Leila Bennett, David Landau, and Murray Kinnell.

SHORTS

George Brent Featured in "The Purchase Price"

Audiences who missed seeing George Brent, sensational new Warner Brothers "find" in his first two pictures, "So Big" and "The Rich Are Always with Us," may see him in "The Purchase Price," Barbara Stanwyck's new picture, which comes to the Theatre.....

Star Feature Publicity Stories

Advance for Saturday or Sunday

Barbara Stanwyck Consents To Be Interviewed

By CARLISLE JONES

Hollywood, Calif.—“Perhaps I am happy to get back to Hollywood because I have a new house,” Barbara Stanwyck suggested. “If that means permanence in Hollywood, then we’re here permanently. We have a house. It means just this much: we’re here today and may be gone tomorrow.”

Two months before I had talked briefly to the actress, who had just then completed the picture, “So Big,” during a trying afternoon in the studio’s portrait gallery. She had been in an exceptionally happy mood that day because she was to leave three days later for New York with Frank Fay, her husband, for a short turn at vaudeville with him.

“New York is still the grandest place in the world—always will be,” she declared now, “but the conditions in the theatre there were disappointing. In Chicago it was worse.”

“So you’re back in Hollywood permanently?”

This proved to be the wrong question and brought forth both the lady’s cryptic comment on permanency and the flinty look.

I had been watching the filming of a scene between Miss Stanwyck and Leila Bennett, under the enthusiastic direction of William Wellman. The picture was “The Purchase Price,” which comes to the Theatre n, and the

scene was Miss Bennett’s one big comedy moment in that picture, the moment when, as the frowsy Emily, she confesses that she has sent Joan’s (Miss Stanwyck’s) picture in place of her own in answer to a matrimonial advertisement.

Miss Stanwyck left the set slowly, drawing a warm coat over the silken dressing robe—night gown combination she had worn in the scene.

Not Fond of Interviewers

Her greeting was pleasant but reserved. She is not fond of interviews nor interviewers and it is difficult to penetrate the wall of apparent indifference she has built up around herself. There is nothing like that displayed toward members of the cast and crew of her pictures—particularly the crew. She meets them on an equal footing and with an interesting frankness. But an interviewer has to make haste slowly.

She insisted on standing while we talked. Once the rather obvious New York-Hollywood-permanency subject was out of the way—not too successfully—there were two other subjects I hoped Miss Stanwyck would talk about. One was her admitted ambition to direct pictures rather than star in them, and the other had to do with the unique fact that she has found many if not most of her close friends in Hollywood in the ranks of the technical workers in pictures rather than among the stars and featured players.

She had something to say on both subjects, I found, but she said what she said standing up, speaking abruptly and rapidly, using her cigarette as a baton for emphasis.

“Yes, I’d like to direct,” she agreed. “When I think I’m smart enough. It’s no fool’s job, you know. You have to know a lot about a number of things.

“I am always getting my fingers jammed in the cameras. Directors have the most fun—the most interesting work. They create, I’d like to try it. So I investigate everything—and get my fingers pinched doing it.”

She held up a damaged fingernail as evidence. Then she waved it slightly in the general direction of

Picking The Peaches

Some years ago, Adophe Zimmer, who was then working for the Bob Kane Productions in New York, tested two girls for pictures. Both were young, both were very pretty, and both got a little work. The girls were June Collyer and Ruby Stevens, better known today as Barbara Stanwyck. Zimmer found himself profoundly impressed by the young Stevens girl, believed she had the making of an actress, and did his best to help her by getting her work on the side posing for the MacFadden Publications’ stories—for which he himself posed as a villain. Zimmer was the assistant director on Miss Stanwyck’s (nee Ruby Stevens’) production of “The Purchase Price,” at Warner Bros. studios. The picture is now playing at the Theatre.

the stage roof where on the temporary cat-walks above the set electricians were working to change the lights for a new

“Those me” she said, cameras and mikes, know a lot about making pictures, and don’t you forget it. They know more about this business than a lot of people sitting in front offices. They’re closer to it. You can learn something from every one of them.”

She Absorbs Information

Miss Stanwyck, I found, absorbs information as a blotter does water. She draws it from all sources on the set, from the “grips” and painters, electricians and property boys, makeup artists and the men handling the microphone boom. She uses it, too, both in her work in pictures and in her plans for directing. She has been known to accept a set-dresser’s opinion against that of a director, and a pretty little hair-dresser, who is also one of her closest friends, is sometimes the court of final appeal in an argument about how a scene shall be made.

I tried to frame the next question with great care. “Every actress of importance,” I suggested, “is friendly with the crew of a production. It’s good business to be that way, naturally. But you aren’t just friendly. You make friends of them. Do you find them more interesting than—than other actors and actresses?”

She looked at me with great scorn. For a moment I thought she might be going to swear—she does sometimes, I understand—but she didn’t.

“These are my kind of people,” she said deliberately, “they talk my language. Their problems are the same kind that I have and have had all my life. They have babies and landlords and loads of trouble and lots of fun.”

“I’m more interested in how the property boy on this set is going to meet the eight-dollar installment on his radio this week than I am in all the gossip one could hear in the Brown Derby in a month. These are real people.”

And from this I gathered that perhaps interviewers aren’t.

The cast supporting Barbara Stanwyck in “The Purchase Price,” includes popular George Brent, Lyle Talbot, Hardie Albright, Matt McHugh, Leila Bennett, David Landau and Murray Kinnell.

Current for Saturday or Sunday

Stanwyck Burned Fighting Wheat Fire in Big Scene

Do they really go for realism in making movies?

Just ask Barbara Stanwyck, starring in the Warner Bros. picture “The Purchase Price” at the Theatre! There is so much realism in her pictures that she is beginning to wonder if she isn’t marked by fire. Everything good and bad that has come to her in the past few months has had a fire attached to it one way or another.

In the midst of shooting in one of her recent pictures, she was informed that her Malibu house had burned to the ground. Shortly after that she made a picture, “The Miracle Woman,” in which she played an evangelist whose tabernacle burned. Most recently, while making “The Purchase Price,” she had to put out a raging blaze that started in her (screen) husband’s wheat field.

Long shots for the wheat sequence, and practically all the action up to the actual burning of the field were taken on location in one of the largest wheat belts in the United States.

But burning the stacked wheat in an actual wheat field was considered too risky to attempt. If the fire got out of hand, miles of wheat stood to burn up in expensive smoke. Nevertheless, it was obviously impossible to have a wheat field burn on a motion picture stage.

The happy solution was arrived at by shocking and stacking wheat over ten acres of the Warner Bros. ranch in Burbank, the wheat being brought down, ready-cut, from the location wheat fields. The actual burning took place at night, and in considerable wind, just as the story indicated.

What wasn’t planned, was the scorching of Miss Stanwyck’s leg during the blaze to such an extent that she went to the hospital for a day to recuperate and have her burns treated.

The plan had been to fight the fire with wet blankets. But after the fire had actually started, and after the actress and her leading man, George Brent, had fought it for a few minutes with the blankets provided them, it was discovered that, being novices at fire-fighting, they were drawing back their blankets too soon after striking at the blazing wheat, this quick

motion serving to spread rather than smother the fire, and soon causing the two fire-fighters to fight for their very safety, for the fire, spreading, had surrounded them.

There were calls from the director and his assistants for them to leave off and jump through the flames to escape harm, but they chose to stick to it until they had put out the blaze. During the fire George Brent the leading man and several of the cast were slightly burned—but they stuck to the scene until the end.

Cameraman Kept Turning

Luckily, the cameramen had the wit to keep turning their cameras, and the scene was shot as it actually took place.

Worldly-wise audiences, used to motion picture realism, may allow themselves to yawn as this scene is displayed on the screen—for isn’t everything in the movies done with mirrors?—But if they do, they’ll miss one of the few actual scenes ever to be shown on the screen of an actress battling flames for her life.

So fire, as well as bringing her bad luck, has marked what Barbara Stanwyck considers her best pictures.

“The Purchase Price” was adapted from and Saturday Evening Post story, “The Mud Lark”. It is a thrilling story of a night club singer transported to the Dakota wheat fields, directed by William Wellman and adapted for the screen by Robert Lord.

The cast supporting Miss Stanwyck includes George Brent, the sensational new leading man of the screen, Lyle Talbot, Hardie Albright, Matt McHugh, Leila Bennett, David Landau, and Murray Kinnell.

ADVANCE SHORTS CURRENT

Barbara Stanwyck a Torch Singer in Latest Film

Barbara Stanwyck sings for the first time in pictures in her newest Warner Brothers picture, “The Purchase Price” which comes..... to the Theatre. Night club, chorus and vaudeville work have helped to give her one of the most pleasing feminine voices ever heard on the screen, but the present picture gives audiences their first opportunity to hear her in a motion picture.

“The Purchase Price” Is 3rd Barbara Stanwyck Film Directed by Bill Wellman

“The Purchase Price,” which comes to the Theatre is the third Warner Brothers picture director William Wellman has directed with Barbara Stanwyck, the others being “Night Nurse” and “So Big.”

Arthur Stringer Authored Barbara Stanwyck’s Film

Arthur Stringer, best-selling author, is the writer of “The Purchase Price,” which comes to the Theatre with Barbara Stanwyck and George Brent. The story appeared first in The Saturday Evening Post, where it ran as a serial.

George Brent, Screen’s Newest Male Sensation, in “The Purchase Price”

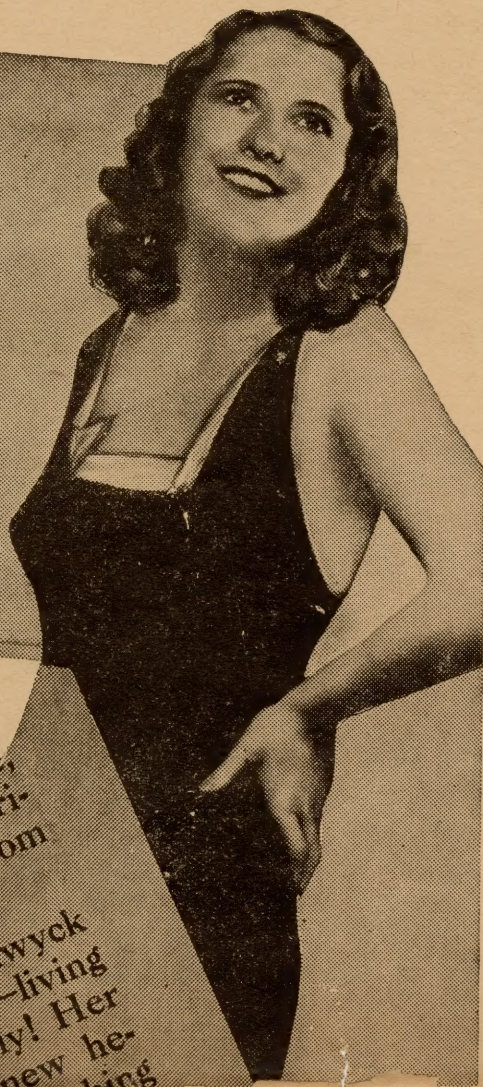
George Brent, the screen’s new sensational leading man, plays the leading masculine role in “The Purchase Price,” Barbara Stanwyck’s latest starring picture for Warner Bros., now at the Theatre. “The Purchase Price” which is based on Arthur Stringer’s novel serialized in the Saturday Evening Post, is a powerful romance and drama of a Night Club singer transported to the Dakota wheat belt. Brent also worked with Miss Stanwyck in “So Big.” The young Irish actor recently was seen also in the cast of “Week-End Marriage,” with Loretta Young, for First National. Lyle Talbot, Hardie Albright, David Landau and Leila Bennett are included in the film’s large cast.

Lyle Talbot, Romantic Stage Lead, Becomes Screen’s Leading Heavy

Lyle Talbot, in “The Purchase Price,” with Barbara Stanwyck at the Theatre has a dual personality. On the stage, he had always played romantic leads—but the camera brought out an entirely different quality—made him, in fact, a villain. Something in the deadly calm of his demeanor when he came before the camera in his test for pictures struck the Warner executives, and they immediately cast him as a “Heavy.”

COMPLETE ADVERTISING SECTION WITH 22 ADS FOR A SMASH CAMPAIGN

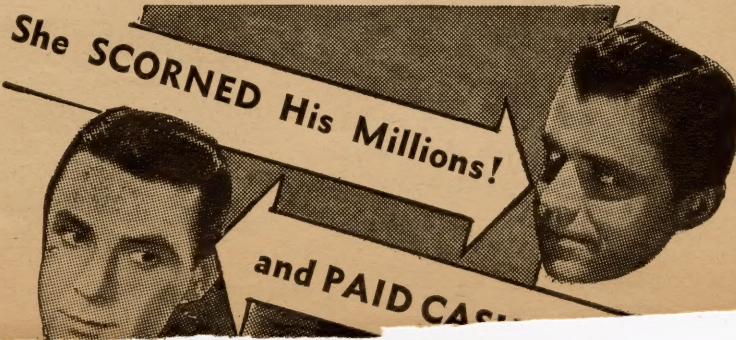
HOW MUCH
WOULD YOU
PAY FOR A
REAL MAN?



Bored with the thrills of night life, this torch singer tried a daring experiment . . . she BOUGHT a man from her woman for \$100.

TICKET - SELLING ADS

The ads in this section, graded in all sizes for a cumulative campaign, carry a terrific box office appeal. The copy and the art contain a most compelling message for the movie fans.



She SCORNE His Millions!

and PAID CASH

Now see a role worthy of a loving passion violently . . . George Brent, a man idol of the screen, are not short of sensational! Don't miss them!

BARBARA

TANWYCK
"The PURCHASE PRICE"

with **GEO. BRENT**
Hardie Albright, Lyle Talbot
Hear Barbara sing her first screen song, "Take Me Away." It's another screen thrill from WARNER BROS.



Here he is! . . . George Brent, newest of screen idols!

Cut No. 13 Cut 60c Mat 15c



Learn the secret of this night club hostess' love bargain! While others fought to wealth, she paid \$100 for a husband she had never seen!

Don't miss the screen's most vibrant star at her flaming best!

Barbara
STANWYCK
"The Purchase Price"
with **GEO. BRENT**
The latest Warner Bros. hit, with Lyle Talbot, Hardie Albright.

Special Preview
Tonight at 10:45

STRAND

Cut No. 14 Cut 40c Mat 10c

USE THE OFFICIAL VITAPHONE TRAILER

It is to your best interest to use the Official Vitaphone Trailer. The trailer on "The Purchase Price" is a positive knockout and as such carries a high pressure sales wallop.

TWO DAYS BEFORE OPENING

HER SUPREME TRIUMPH!



If she thrilled you in "Night Nurse" and "Illicit" wait until you see Barbara Stanwyck **FLAME** through this torrid romance of a night club torch singer. Beautiful! . . . seductive! . . . She has everything — and uses it! . . . Lives violently—and loves passionately!

It's the scorching story ten million fans demanded for the screen's most vibrant star.



BARBARA STANWYCK

"The PURCHASE PRICE"
with **GEORGE BRENT**

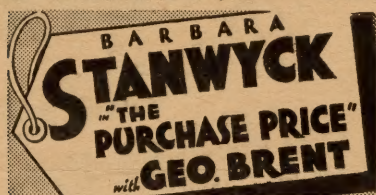
The sensational new find of "The Rich Are Always With Us" and "So Big."

and **LYLE TALBOT — HARDIE ALBRIGHT**
A WARNER BROS. HIT!

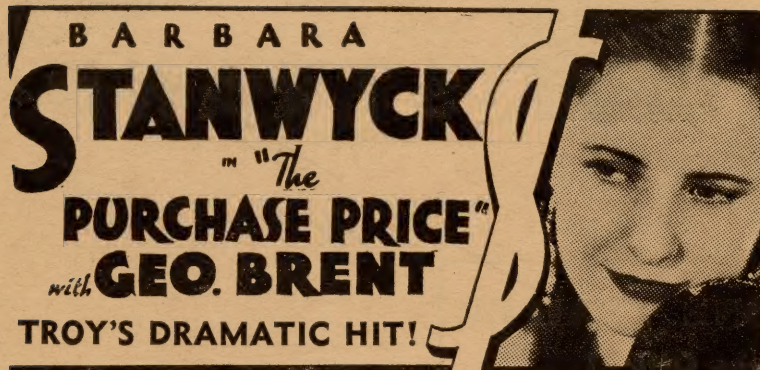
STARTS FRIDAY

Out No. 9 Out 40c Mat 10c

STRAND LAST DAY!



Out No. 28 Out 20c Mat 5c



BARBARA STANWYCK
"The **PURCHASE PRICE**"
with **GEO. BRENT**

TROY'S DRAMATIC HIT!

ORPHEUM LAST TIMES TODAY

Out No. 29 Out 40c Mat 10c

FOR A 4 DAY CAMPAIGN

Here is a slashing four-day cumulative advertising campaign that sells Barbara Stanwyck in the type of role the public likes to see her play.

The ads get across the idea of Barbara Stanwyck as the young, vibrant, alluring star that means so much to the box office. Run them in the order indicated for best results.

DAY BEFORE OPENING



HOW MUCH WOULD YOU PAY FOR A REAL MAN?

BARBARA STANWYCK
IN **"The PURCHASE PRICE"**
with **GEORGE BRENT**

Gorgeous Barbara in the arms of handsome George Brent! A new, glorious love team to thrill the world! Don't miss them!

STARTS TOMORROW

\$100 as the night club hostess paid to marry another woman's fiance!

It's a WARNER BROS. Hit! With Hardie Albright, Lyle Talbot.

Out No. 24 Out 40c Mat 10c

BARBARA STANWYCK

Short Biography Suitable for Lobby Blow-Up



Out No. 6
Out 15c Mat 5c

Born Ruby Stevens in Brooklyn, New York, July, 1907, of Scotch-Irish parentage, and was educated in the Brooklyn schools. Left an orphan at an early age, she planned first to become a dancer, and then a missionary to the heathen Chinese. Got her first job in the chorus of a revue on the Strand Roof in New York. Attracted immediate attention and was given a good part in the successful play, "Burlesque," from which she graduated to leading stage roles in New York. Married Frank Fay, actor, and came to Hollywood to make her only unsuccessful picture, "The Locked Door." Followed it with most astounding list of hit pictures ever achieved in such a short space of time by a single actress: "Ladies of Leisure," "Illicit," "Night Nurse," "So Big," "The Purchase Price."

Build Present and Future Business

We strongly urge, in planning your advertising campaign for this picture, that you make use of some of the larger ads incorporated in the ad section of this merchandising plan. Apart from the fact that BARBARA STANWYCK has a tremendous following and that her box office draw makes her worthy of a smash campaign, we believe increased advertising space a good business policy to follow in selling "The Purchase Price" to the public.

Not only are you tapping the vast reservoir of Barbara Stanwyck fans, for immediate results, but you are building even greater patronage for all future Stanwyck showings.

OPENING DAY

SHE LIVED VIOLENTLY!

Torrid thrills in this sensational biography of a night club torch singer! Learn why she gave up millions to marry a BRUTE! See her experiment with SYNTHETIC love!



The Screen's Most Vibrant Star In Her Greatest Role!

BARBARA STANWYCK™

"The PURCHASE PRICE"

with **GEORGE BRENT**

ANOTHER AMAZING HIT FROM WARNER BROS!
With Hardie Albright, Lyle Talbot, David Landau

STARTS
TODAY

CAPITOL



George Brent...
who taught this
girl a lesson!

Out No. 22 Out 60c Mat 15c

DAY AFTER OPENING

SHE SPENT HER
WEDDING NIGHT IN THE
ARMS OF A BRUTE!



At Last!

Vibrant, gorgeous Barbara Stanwyck at her flaming best! See her as the night club temptress who BUYS a husband for \$100 . . . and tries a daring love experiment!

BARBARA STANWYCK™

"The PURCHASE PRICE"

with **GEORGE BRENT**

Hardie Albright, Lyle Talbot.

NOW PLAYING

Out No. 21 Out 40c Mat 10c



Out No. 27 Out 20c Mat 5c

GEORGE BRENT

Short Biography Suitable for Lobby Blow-Up



Out No. 7
Out 15c Mat 5c

Born in Dublin, Ireland, the son of a Dublin newspaperman and the descendant of a long line of Irishmen who served with the British army—though George, himself, actually served for two years with the rebellious Irish in their intelligence service under Michael Collins. Attended National University in Dublin, also acting in some of the Abbey Theatre plays. Came to America and has acted in and owned several stock theatrical companies. Played on the New York stage with Alice Brady in "Love Honor and Betray," and in pictures has played opposite such stars as Ruth Chatterton and Barbara Stanwyck in "So Big," "The Rich Are Always With Us," "Children of Pleasure," "The Purchase Price."

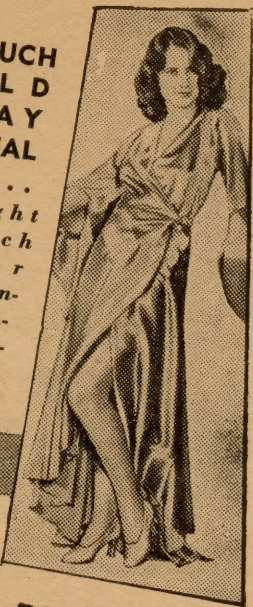
She lived violently—
and paid . . .



Now **STRAND** Now

Out No. 25 Out 40c Mat 10c

HOW MUCH WOULD YOU PAY FOR A REAL MAN? This night club torch singer bought another woman's sweet-heart for \$100!



Gorgeous Barbara's greatest hit!

Barbara **STANWYCK**
"The **PURCHASE PRICE**"
with **GEO. BRENT**



A WARNER BROS. HIT!
Lyle Talbot and Hardie Albright

Cut No. 16 Out 20c Mat 5c

SHE LIVED VIOLENTLY — and LOVED PASSIONATELY!



Get the torrid low-down on the night club hostess who PAID CASH for the right to marry a BRUTE!

Her greatest role!

BARBARA **STANWYCK**
"The **PURCHASE PRICE**"
with **GEORGE BRENT**

Another HIT from WARNER BROS!

Cut No. 23 Out 20c Mat 5c

David Landau

Stage player who won fame in New York and London for his portrayal of the killer in "Street Scene," Elmer Rice play. Brought to Hollywood to appear in the motion picture version of the play. Other pictures include "Arrowsmith," "Union Depot," "Taxi," "It's Tough to be Famous," "The Cabin in the Cotton," "The Purchase Price."

She PAID \$100 To Marry A BRUTE!



BARBARA **STANWYCK**
"The **PURCHASE PRICE**"
with **GEO. BRENT**

How Much Would You PAY For A Real Man? Why do girls hesitate to answer this vital question? This picture tells the TRUTH!

OPENS TOMORROW 11 A.M.

STRAND

Cut No. 18 Out 60c Mat 15c

SHE JILTED TWO LOVERS AND PAID CASH TO MARRY ANOTHER WOMAN'S SWEETHEART!

Showered with jewels by a millionaire racketeer offered wealth and social position by a playboy . . . this flame woman of the night clubs chose to become the slave of a man she BOUGHT for \$100!



Barbara **STANWYCK**
"The **PURCHASE PRICE**"
with **GEO. BRENT**

Hear Barbara sing her first screen song in this thrilling W A R N E R HIT! With Hardie Albright, Lyle Talbot.

ORPHEUM ALL THIS WEEK

Cut No. 19 Out 40c Mat 10c

SHE TOOK ANOTHER WOMAN'S PLACE ON HER WEDDING NIGHT!



The torrid story of a strange love experiment!
Barbara **STANWYCK**
"The **PURCHASE PRICE**"
with **GEO. BRENT**
A Warner Bros. Thrill Hit.

STRAND

Cut No. 17 Out 20c Mat 5c

Hardie Albright

Scotch-American descent. Born 1907 in Charleroi. Educated at the Carnegie Institute of Technology in Pittsburgh, from which he took a B.A. degree. Entered into amateur and college theatricals, and when, later playing a role in Brieux's "False Gods" was seen by Le Gallienne and offered a contract with the Civic Repertory. His pictures to date include, "Young Sinners", "Hush Money", "Heartbreak", "Skyline", "So Big", "A Successful Calamity", "Jewel Robbery" and "The Purchase Price."

HER HUSBAND NEVER KNEW SHE WAS A
SUBSTITUTE BRIDE!



She bought another woman's
fiance—paid cash for a husband
she had never seen—and he
never knew he had married the
wrong woman!

*It's the daring kind of story that
only ONE star can interpret!*

As you liked her
in "Illicit" and
"Night Nurse."

BARBARA STANWYCK

IN
"The PURCHASE PRICE"
with **GEO. BRENT**

Beginning Tomorrow
STRAND

Thank **WARNER BROS.** for another
of the year's big screen thrills, with
Hardie Albright, Lyle Talbot, David
Landau.

Out No. 10 Out 60c Mat 15c

STRAND LAST
DAY



Out No. 26 Out 20c Mat 5c

Lyle Talbot

Born 1904 in Pittsburgh. Father
and mother both on the stage.
Acted with them in early years,
but left stage to go to school,
finally achieving one year at the
University. Played in stock all
over the central United States
in plays like "Passion Pre-
ferred," "American Tempo,"
"Criminal Code," "Louder
Please." On the screen has
played in "Love is a Racket,"
"Without Consent," "Big City
Blues," "The Purchase Price."

RED HOT CATCHLINES SELL RED HOT BARBARA STANWICK ROLE

A Torch Singer's Thousand and One Nights.
This Girl PAID CASH for Another's Fiance.
Her Husband Never Knew She Was a SUB-
STITUTE BRIDE.

A Greater Barbara Stanwyck in Her Greatest
Role.

Hear Barbara Stanwyck's First Screen Song.
She BOUGHT a Husband for \$100.

How Much Would You Pay for the Man
You Love?

She Took Another Woman's Place on Her
Wedding Night—AND GOT AWAY
WITH IT!

Should She Live With Her Past or Her Future?
Barbara Stanwyck as You Love to See Her.

She Bought Another Woman's Fiance—and
He Never Knew the Difference!

She Gave Up "Life" for Love.

A Torch Singer Whose Wings Were Singed
Playing With Folly and Fire.

A Torch Singer Who Set the Hearts of Men
Aflame.

HAS A WOMAN THE
RIGHT TO BUY THE
MAN SHE LOVES?

Can a wife be satisfied with a
husband she BUYS from another
woman? Can any woman live on
synthetic love? Here's a start-
ling answer from a girl who ac-
tually tried this daring experi-
ment!

BARBARA
STANWYCK
"The PURCHASE PRICE"
with **GEO. BRENT**
A Warner Bros. Hit with Hardie
Albright, Lyle Talbot, David
Landau, Leilla
Bennett.

Out No. 20 Out 60c Mat 15c

\$100

FOR A HUSBAND SHE HAD NEVER SEEN!

It took a million dollars' worth of nerve to face a fiance who didn't know that she had *bought* him! She laid cash on the line for love she hoped to get — and fled from the millions she was offered for her own love!

Warner Bros.' brilliant new hit from the sensational Sat. Eve. Post serial by Arthur Stringer. With Lyle Talbot, Hardie Albright.



Barbara
STANWYCK
in
"The Purchase Price"
with
GEO. BRENT

Barbara Stanwyck
d portray so daring
le — only Warner
Bros. could bring it to
the screen so vividly!

Out No. 12 Out 60c Mat 15c



**SHE TOOK ANOTHER
WOMAN'S PLACE ON
HER WEDDING NIGHT—
And Got Away With It!**

Learn the brutal truth about love and marriage from a girl who actually experimented with both!

WARNER BROS.' NEW HIT!

BARBARA
STANWYCK
"THE PURCHASE PRICE"
with **GEO. BRENT**

STARTS TODAY!

STRAND

Out No. 8 Out 40c Mat 10c

**GET ABOARD THE GEORGE BRENT
BAND WAGON!**

George Brent is riding the crest of the fastest rising wave of popularity that has ever swept a movie player into the hearts of the fans. He is the sensation of the day, the idol of all the ladies. IT WILL PAY YOU TO SPREAD YOURSELF IN BILLING GEORGE BRENT.

Not only will you cash in now, but you will be that much ahead of the game in seeing Brent pictures.

She BOUGHT Another Girl's Fiance

**And Got More Than
She Bargained For!**

This flaming temptress of the night clubs knew no code of morals except her own! When she wanted a husband she *bought* one . . . and found new thrills in synthetic love!

Now see lovely Barbara in just the role you've longed to see her play!



Barbara
STANWYCK
"The Purchase Price"
with
GEO. BRENT
A Warner Bros. Hit!

35c UNTIL 1 A.M.

STRAND

Out No. 15 Out 40c Mat 10c

**She BOUGHT a Husband
for \$100!**

How many women would dare try her strange love experiment? She bought the right to marry a man she had never met—paid CASH for love and then found she couldn't collect!

BARBARA
STANWYCK
"The Purchase Price"
with
GEO. BRENT

Thank—WARNER BROS. for the supreme thrill of seeing gorgeous Barbara in her greatest role!

Out No. 11 Out 40c Mat 10c

delete

Star Current Publicity

Review

"The Purchase Price" Shows Barbara Stanwyck In Her Finest Screen Role

Chalk up another winner for Warner Bros., who have been supplying the theatres with the most consistently good product of any of the movie producers, in "The Purchase Price," starring Barbara Stanwyck and George Brent, which opened last night at the Theatre. Following her great hit in "So Big," the star is back again in the type of alluring role that has won for her so many admirers. She is back again as a young, vibrant, entrancing charmer.

As a night club singer who tries to escape the ennui of her life, Barbara Stanwyck reveals again all the charm, the tremendous dramatic vitality and the sure touch which have marked her pictures from "Ladies of Leisure" to "Illicit" and "Night Nurse."

It has long been a commonplace to speak of Barbara Stanwyck as a good actress. She's more than that, however. And in the present picture, as the night club singer who fails to get out of her environment by a Park Avenue marriage, and instead, as a "picture bride," goes West and marries a Dakota wheat farmer, she gives the greatest performance of her brilliant career in "The Purchase Price."

Perhaps the greatest surprise of the piece is the acting of young George Brent, dark-haired Irish leading man who played to such excellent advantage with Ruth Chatterton recently in "The Rich Are Always With Us."

You can mark him down in your book right now as one of the future stars of pictures.

An added surprise comes when Miss Stanwyck sings her own songs in the night club sequences, in a most pleas-

An engagement occurring on the night of her wedding, the new wife lasts until an unexpected visit from an old lover precipitates a quarrel—a terrific battle between Brent and Lyle Talbot—and makes husband and wife realize their need for one another.

This profoundly moving story has been directed with rare skill and understanding by William A. Wellman, who will be remembered for his direction of "Wings," "The Public Enemy," "Night Nurse," etc.

An unusually strong supporting cast includes David Landau, Hardie Albright, Leila Bennett, Murray Kinnell, Matt McHugh, Clarence Wilson, Lucille Ward, Victor Potel, Adele Watson, Dawn O'Day, Snub Pollard and Crauford Kent.

Put this down as one of the pictures you must see.

Opening Day

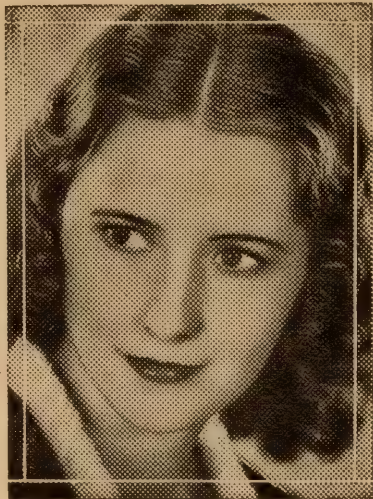
Practically Same Cast That Made "So Big" Also in "The Purchase Price"

"The Purchase Price," Barbara Stanwyck's latest starring picture for Warner Bros., which opens today at the Theatre, has almost the same "set-up" of cast and technicians that made her previous success, "So Big."

The company might almost have been lifted from "So Big" and put into "The Purchase Price," so identical is it, thus assuring the public, according to Warner officials, of another Stanwyck film of the same high calibre.

George Brent again has the leading role opposite Miss Stanwyck. Hardie Albright who appeared in "So Big," is again featured, and Lyle Talbot, the one important addition, is also featured. Many others who played less important parts, have roles once more in the supporting cast of "The Purchase Price."

William Wellman, responsible for the directorial end of "So Big" as well as "Night Nurse," took up the megaphone for the new production, with A. Zimmer, his assistant, in his usual place.



BARBARA STANWYCK
Cut No. 3 Out 15c Mat 5c

With this, however, the similarity ends. Laid in New York, Montreal, and the waving wheat-fields of the Dakotas, the plot is an original and imaginative one giving the star a chance to run the full gamut of her emotional ability, and, incidentally, to wear a collection of lovely gowns denied her in "So Big."

It is from the Saturday Evening Post novel, "The Mud Lark," by Arthur Stringer and adapted by Robert Lord. The cast supporting

1st day of run

"Purchase Price" Gives Barbara Stanwyck Chance To Display Singing Voice

It is in line with Barbara Stanwyck's modesty that she never told anyone she could sing. It never occurred to her that anyone could be interested in knowing. Director William Wellman discovered it only after he had tried to get several singers to double for her in her current production of "The Purchase Price," now playing at the Theatre—and failed.

No one else's voice seemed to fit her personality. Barbara then offered, much to the surprise of everyone, to sing the song entitled "Take Me Away," herself—and did, with the same haunting loveliness that characterizes everything she does. Critics everywhere have voiced their surprise that a voice like hers has been kept from the screen so long. "The Purchase Price," marks the first time she has ever sung in a picture.

In the cast of "The Purchase Price" with Miss Stanwyck are George Brent, sensational new leading man of the screen, Lyle Talbot, Hardie Albright, David Landau, Matt McHugh, Clarence Wilson, Lucille Ward, Victor Potel, Adele Watson, Dawn O'Day, Snub Pollard and Crauford Kent.

It was directed by William Wellman from Robert Lord's screen adaptation of Arthur Stringer's Saturday Evening Post story, "The Mud Lark."

2nd day of run

George Brent Popular With Men and Women

(Biographical Story)

George Brent, appearing now opposite Barbara Stanwyck in her latest Warner Brothers production, "The Purchase Price" at the Theatre, is one leading man who seems to be as popular with men as with women.

This is not always the case. Many a Hollywood leading man who finds himself a sudden favorite with the fair sex, has to suffer the sneers of the sterner males who don't like him. And the same thing holds true the other way. In fact, if anything, the ladies have more power in this respect, for when they don't like a leading man they don't let up until they have had their way in getting rid of him.

3rd day of run

Barbara Stanwyck Loved By Cast For Her Kindness

It was a simple little act—but it revealed the reason everyone in Barbara Stanwyck's company, which made "The Purchase Price" for Warner Bros., appearing currently at the Theatre, is "crazy about" the star.

It happened on location, at Vincent, California, where the company had gone to film a vast expanse of ploughed land.

The month was April, and the usual prevailing winds were blustering about, biting cold from the mountains. The young woman who is Miss Stanwyck's "stand-in" was placed in position to help the camera crew align the cameras, and the company retired to the warmth and comfort of the private car which had rolled them to location.

Miss Stanwyck's absence was not noticed in the car for some time—until, in fact, she came running in coatless and hatless, having surrendered her coat to the "stand-in," whose own thin garment was poor protection from the mountain wind, and who had stood, uncomplaining but shivering with the cold until noticed by the star.

"The Purchase Price" was adapted from Arthur Stringer's great novel and Saturday Evening Post story, "The Mud Lark." It is a thrilling story directed by William Wellman.

The cast supporting Miss Stanwyck includes George Brent, Lyle Talbot, Hardie Albright, Matt McHugh, Leila Bennett, David Landau, and Murray Kinnell.



GEORGE BRENT and BARBARA STANWYCK, stars in the new Warner Bros. dramatic hit, "The Purchase Price." It heads the Strand Theatre's current bill and will be on view until Friday.

Cut No. 4 Out 15c Mat 5c

Brent, whose tall Irish good looks came to him from a long line of Dublin cavalymen, was born in that city. He attended public school and the National University at Dublin, playing during his university days with the Abbey Theatre group. As a runner for Michael Collins during the Irish rebellion, he stuck by that redoubtable leader until he was killed, when Brent fled Ireland for his life. In America he has played with many stock companies and has owned several of his own. He stands over six feet one, weighs 170 pounds, and uses his fists as readily as his head, which makes him a man's man.

His last New York stage appearance was with Alice Brady in "Love, Honor and Betray." His pictures for Warner Brothers include "So Big," "The Rich Are Always With Us," "Miss Pinkerton," "Week-end Marriage," "The Purchase Price."

Playing with Miss Stanwyck and Brent in the latter are Lyle Talbot, David Landau, Hardie Albright, Leila Bennett, Murray Kinnell, Matt McHugh, Clarence Wilson, Lucille Ward, Victor Potel, Adele Watson, Dawn O'Day, Snub Pollard, Crauford Kent.

The story is by Arthur Stringer, screen play by Robert Lord. William Wellman directed.



GEORGE BRENT
Cut No. 5 Out 15c Mat 5c

4th day of run

Star Selected Story of "The Purchase Price," Her Latest Warner Hit

Barbara Stanwyck, now playing at the Theatre, in "The Purchase Price," chooses her own stories and makes recommendations for the director and leading man, she would like to have, in all her Warner Bros. pictures.

She has herself chosen "Night Nurse," "So Big," and "The Purchase Price"—the last named being a story by Arthur Stringer, which appeared serially in The Saturday Evening Post under the title "The Mud Lark."

The story, a strong, vivid tale of a night club singer, transported to the Dakota wheat fields, is greatly augmented by its natural and powerful dramatic background.

It is a thrilling story, directed by William Wellman and adapted for the screen by Robert Lord.

Supporting Miss Stanwyck are George Brent, popular new leading man, Lyle Talbot, David Landau and many others of note.

5th day of run

Barbara Stanwyck Swears By William Wellman, Her Favorite Movie Director

William Wellman has directed every one of Barbara Stanwyck's pictures for Warner Bros. with one exception—that exception being "Illicit." His most recent direction for Miss Stanwyck was with "The Purchase Price," which comes to the Theatre Theatre

Wellman's directorial career has been brief, but brilliant. As brilliant, it might be said, as everything else he has done. He was a brilliant baseball and football player in the Newton, Mass., high school which he attended. He acquitted himself brilliantly as a member of the famous Lafayette Escadrille, until he was invalided home to become an instructor of flying at a California cantonment. There he met Douglas Fairbanks Sr., who interested him in motion pictures.

War flying was the thing he knew best, so it wasn't surprising when he was selected to direct the famous air picture, "Wings." He followed this with other outstanding hits, culminating, something over a year ago, in "The Public Enemy," one of the greatest films of all times. Later pictures include two of Miss Stanwyck's—"Night Nurse" and "So Big."

Today, he is a young man of thirty-odd years with a shock of chestnut curls and a face at once fine and forceful. Although he has one of the most brilliant careers as a director in Hollywood before him—Wellman isn't even sure that he will take advantage of it. For he plans, someday, to give up directing for writing. Until then he's Barbara Stanwyck's favorite director, just as she's his favorite star—which largely accounts for their success together.

EXPLOITATION

STUNTS THAT ARE "NATURALS"

Torch Singers

In co-operation with your newspaper, run a Strand-Daily News Barbara Stanwyck Torch Singer Contest to discover the best singing talent in town, male and female. Make it possible for everybody to enter. Don't have any complicated rules. Anybody who thinks he can sing is eligible. Run the entry blanks in the newspaper and get publicity and photos of the different entries, together with photos of Barbara Stanwyck. Do not run lyrics of the song sung in the picture by Miss Stanwyck in the newspaper. This is against the copy-right. "Take Me Away" is the first number Miss Stanwyck has ever sung in a picture. Merely advise contestants that this song will be played for them at the various music stores and that they are under no obligation to buy it.

Promote a variety of prizes from local merchants for the winners of the Barbara Stanwyck Torch Singer Contest. Have the audience decide the winners, tying in with your radio station for daily announcements of the contest. Have the station put the winners on the air in a special broadcast from the theatre after the contest ends. If possible, promote fare to and from the nearest large key city for a "big time" station audition for the winners.

Be sure to see that all contestants use "Take Me Away" as their sample of torch singing but don't let it become monotonous by having more than two or three entries sing it at any one performance. Don't neglect any of the details of advertising, merchant co-operation, exploitation, publicity and other arrangements necessary to make this contest a definite business builder.

Patron Letter

Stay away from any suggestion of rural atmosphere in exploiting "The Purchase Price" to a city clientele. The following letter embodies the sales angles on the picture:

Dear _____:

Following her great hit in "So Big," we are proud to again present Barbara Stanwyck in her latest picture—"The Purchase Price."

You will see Barbara in the kind of role you love to see her play. She is back again as the young, vibrant, entrancing charmer of "Illicit" and "Night Nurse."

You will see her as a torch singer with a past, hot from the night clubs, who has three men of different types madly in love with her and who marries a man she has never met before. You won't blame her lovers when you see how tantalizing, alluring and beautiful she is.

One of the men is handsome George Brent, the latest screen sensation.

I'll vouch for "The Purchase Price"—it's the best picture Barbara Stanwyck has made. I urge you not to miss it. See it at the Theatre next

Very truly yours,
Manager

Word Contest

Take advantage of the current craze for word games. Run a contest offering prizes of passes, or promoted gifts, to the winners of a newspaper contest to find the greatest number of four letter words in the letters forming "THE PURCHASE PRICE." The contest can also be conducted from the theatre, a large lobby frame announcing the contest and referring to the daily contest publicity in the newspaper.

Star Doubles Gag

Take advantage of the innate urge to go into the movies by instituting a Barbara Stanwyck - George Brent Doubles Contest. If possible, work it up as a screen test idea and arrange to show the winners on the screen during the playing of "The Purchase Price." If it is impossible to work the screen test idea, apply it as a straight doubles contest, awarding the prizes to the entries judged to resemble the stars most closely.

Run announcements and entry blanks in the newspaper, making no conditions except that the contestant must think he or she looks like the star, must fill out a blank and mail or bring it in to the box office or newspaper office.

Promote various prizes from merchants for the winners of the contest, winners to be determined by either popular applause at your theatre, or by a board of judges selected by you and choosing the winners at your theatre. Tie up with a photographer to make portrait pictures of the entries for posting in the windows of cooperating stores and your lobby. Display the prizes in windows and lobby. Give the Doubles Contest a big splash in order to get Stanwyck and Brent before the public in an additional way.

If possible, make it a Singing Doubles Contest, using this idea on Stanwyck's singing and characterization as a torch singer in the picture.

Song Tie-Up

Barbara Stanwyck sings on the screen for the first time! Make capital of this fact by a thorough tie-up with all possible music connections: stores, orchestras, radio stations, etc. The number Miss Stanwyck sings is entitled "Take Me Away," a peach of a number. It is published by Harms, Inc., 62 West 45th St., New York City. The publisher will furnish you with title pages and other available display material. Write to them advising how many music stores you will have in on the tie-up.

In connection with the "torch singer" angle, be sure to have orchestrations and professional copies of "Take Me Away" in the hands of singers and orchestra leaders well in advance of your showing. Arrange with them to announce that the number is sung by Barbara Stanwyck in the Warner Bros. picture "The Purchase Price" which will play at your theatre. Contact your radio station for similar credit on the song and the picture, stressing the point that this is the first time Stanwyck has sung on the screen. Have your organist or musical director make the same announcement when the number is played for your audiences, in advance of the showing.

The trailer on the picture opens with shots of the star singing the number. Get it started as far ahead of your showing as you can.

Mention in everything that goes out of your office the fact that Barbara Stanwyck sings. It's a real argument!

Catchline Contest

Paste a catchline picked out of this merchandising plan on a card on which you have explanatory copy and information about the picture and the play date. Offer a pair of tickets to anyone who sends in a better line, following the catchline suggestion. Spot the card in a store window.

Use several of these cards around town. You won't have to give out many passes and will get a lot of attention for your own advertising copy on the picture. Post winning catchlines in the lobby, crediting the author. If possible use winning catchlines in your ads. You can continue this stunt after your showing of "The Purchase Price," using it for several weeks as a standard tie-up stunt.

Definition Contest

Run a newspaper contest asking the question "What Is A Torch Singer?" and awarding passes as prizes to the best 50-word answers or definitions. Although "torch singer" is a common term applied to vocalists, a majority of people do not know exactly what the phrase means. For your information, the accepted meaning, which you can use as a basis for judging replies submitted in the contest, is "A man or woman who 'carries the torch' (whose heart is breaking) for someone who doesn't return his or her love, and sings about it in the 'Moanin' Low' manner." Also, use the definitions in connection with the "Barbara Stanwyck Torch Singers" Contest.

Neighbor Identity

eral stunt which you can apply to "The Purchase Price" with good publicity results. Get profile photos of several prominent civic and social leaders and black them out, leaving just the silhouette of the head. Run the silhouettes in the paper under the "Know Your Neighbor" heading. Explain that the silhouette is of a prominent local personage and that the first five persons identifying each silhouette will receive a pair of passes to "The Purchase Price." Make it a condition of the contest that identities must be made at your theatre. At the end of the contest, ring in silhouetted heads of Stanwyck and Brent, telling readers that they will be their neighbors beginning with the play date of the picture. You can change the stunt by having identities made in your lobby, if the newspaper is already running a contest.

Essay Contests

You have an opportunity to run a variety of essay contests based on questions suggested by "The Purchase Price." Offer prizes for the best 50-word answers to such questions as "Should A Girl Tell Her Husband About Her Past?"; "Can A Girl Live Down Her Past?"; "Would You Marry A Man You've Never Seen?"; and "Can A Girl Love Three Men?"

Be sure to tie in directly with the picture by explaining that Barbara Stanwyck has to choose between three men, one of whom (George Brent) she meets through correspondence, another of whom (Lyle Talbot) she fears, and the third of whom (Hardie Albright) wants to marry her.

Tie-Up Stills

The following stills are especially suitable for window displays. Order directly from the home office if unavailable at your exchange.

Jewelry store.....ML42
Mackinaws
ML35, ML36, ML37, ML58
Railway and travel agency
ML70, ML75, ML76, ML81
High Cut Boots MLPubT
Evening gowns.BS174, BS175, BS178

JIG-SAW PUZZLE

BARBARA
STANWYCK

DIRECTIONS

Cut out carefully with scissors the letters above spelling the name of Barbara Stanwyck. See if you can arrange them to form the head of this gorgeous star who plays the leading role in "The Purchase Price," in which she is supported by George Brent.

H. MAYER, Originator.
Idea Rights Protected.

Here is a novelty that you can be sure will be taken into the home, with a whole family working on it. Ingeniously designed in the form of a jig saw puzzle, it plugs the star, the picture and your theatre's showing. The object of the stunt is to arrange the letters to form the head of Barbara Stanwyck. It's interesting and will appeal equally to grown-ups and kids. The ways of distribution are unlimited. You can hand them out as giveaways, use them as special mailing pieces, conduct a contest for the neatest solution, etc. . . . Size over all, 6¼ by 5¼ on good stock. Price, including theatre name and imprint on back, \$6.00 per M; \$5.50 per M over 3M; \$4.50 per M over 5M. Order direct from EXPLOITATION PRINTERS, 20 West 22nd Street, New York City.

Night Club Show

As an added attraction during your showing of "The Purchase Price," stage a special amateur talent cabaret floor show. It need take only a few minutes and when properly exploited will benefit your showing directly.

Secure the best local talent possible: a torch singer, a couple of dancers, a small dance band, a dancing school chorus, etc. Have each do a number, with a master of ceremonies announcing the acts. Be sure that the singer uses "Take Me Away," the song Stanwyck sings. Set the stage in regular cabaret style: Small platform for band, small tables, small dance floor in center, etc.

Advertise the night club show in addition to securing special publicity for it. Name all the entries in your publicity. Stress the fact that Barbara Stanwyck appears as a night club singer in the picture. Promote any costumes and sets you need. Exploit the entire affair as a miniature big-city night club show.

Letter to Farmers

If your patronage is mainly drawn from farmers, circularize them with a special letter as follows:

Dear Mr. and Mrs. - - - - -:

In presenting Barbara Stanwyck in "The Purchase Price" next , I honestly believe that we will have a picture which you and your whole family will find one of the most interesting we have ever shown at the Theatre.

It is a picture that speaks our language, with thrills, romance, struggle, hope, fear and all the emotions and instincts we ourselves are living today.

I'm sure you will find "The Purchase Price" one of the best pictures of the season. We will be happy to greet you at the next

Looking forward to seeing you I am,

Sincerely yours,
Manager

Do not use this type of letter if your patronage is not agricultural. If you cater to city people, stress the night club "torch singer" angle on Stanwyck, the cast strength, and other points outlined in "Sales Angles," using the patron letter described on the preceding page.

Lobby Blow-Ups

Spotted throughout this merchandising plan are one and two-column brief biographical boxes of Barbara Stanwyck, George Brent, Hardy Albright, Lyle Talbot and David Landau. Cut them out and have them blown up for a 40 x 60 lobby frame. Place photos of the players opposite their write-ups to make a novel lobby display.

Lobby Display

Have your artist lay out a display on the following order: Surround an alluring figure of Stanwyck with heads of the male players in the film, George Brent, Lyle Talbot, Hardie Albright and David Landau. To each of the heads affix a caption lettered in the form of a price tag. Captions should read: *HE OFFERED MONEY BUT NOT LOVE*; another caption—*HE OFFERED LOVE AND LUXURY*; another—*HE OFFERED HIS HEART*—etc. Under Stanwyck run this line in large, bold letters—*YET SHE MARRIED A MAN SHE HAD NEVER MET!*

Novelty

A purchase tag, cashing right in on the title is available for your use. The face of the tag has been gagged up to resemble an actual price tag while the back carries sales message, theatre imprint and play-date. Place them on cars, buildings, hand them out as throwaways etc. . . Price fully strung and imprinted: \$4.00 per M, \$3.50 per M over 3M, \$3.00 per M over 5M, \$2.50 per M over 10,000. Order direct from **EXPLOITATION PRINTERS, 20 West 22nd Street, New York City.**

PEPPY LOBBY SUGGESTIONS



"Get Acquainted"

Open up a "Get-Acquainted" bureau patterned after the correspondence clubs and "lonely hearts" bureaus. Announce that you will take the names and addresses of people who wish to correspond with others. Distribute the names to the people who take part. Show them the advantages of getting acquainted and making friends via correspondence. Let them know that that is the way Stanwyck becomes acquainted with the man she marries in "The Purchase Price." Have the newspaper present the "Get Acquainted" idea. Show the public that you are doing something for lonely people in this effort to bring them together and bring happiness into their lives.

Crowd Photos From Windows

Tie up with a merchant in the busiest section of town. Put a pretty girl in the window with a camera. Spot a large poster in the window on "The Purchase Price" and one on the stunt. The stunt poster should explain that the girl will take photos of different people in the crowds that gather in front of the window. These snapshots will be developed and posted on a large frame in the lobby of your theatre. A pair of passes should be awarded to each person who comes to the lobby and identifies himself. The girl should manage to take the pictures in such a way that it will be difficult to know whose photo she took, adding a teaser value to the stunt and arousing interest in the photos displayed in your lobby. credit your local film and camera store for use of the materials, thus making it an absolutely costless seller.

Rural Contests

If you are in a purely rural community, hold contests which will appeal to farmers. Hold a miniature agricultural show, using ideas which make up country fairs, etc Tie up with your local farm granges and crop and soil associations for brief talks on farm improvements. A novel contest for farm communities which is worked fairly easily is a "best" contest, the farmers to bring in their best milk cows and young farmer lads and lasses to take part. Hold this on the stage, if possible, at your first showing of "The Purchase Price."

Be sure to not to use rural exploitation angles unless you are in a community made up almost entirely of farmers.

Herald Distribution Via Magazine Delivery Boys

"The Purchase Price" is adapted from "The Mud Lark" by Arthur Stringer, which ran serially in the Saturday Evening Post. Contact your local magazine distributor in an effort to have him permit the insertion of heralds in the magazines and newspapers delivered and sold by the carriers. You will probably be able to get his co-operation if you use a co-operative herald at the theatre, devoting half the space to the distributor.

Magazine Stand Displays

Tie-up with every possible magazine stand for 11 by 14 or 22 by 28 poster space on "The Purchase Price," stressing the fact that it ran in the Saturday Evening Post and will play at your theatre. Copy should read:

Read your next movie stories in these magazines—then see them at the Embassy

BARBARA STANWYCK
in
"THE PURCHASE PRICE"
from the Saturday Evening Post Serial, "The Mud Lark," by Arthur Stringer
NOW PLAYING
EMBASSY THEATRE

The above copy can be adapted for book-store window displays by using the word "books" instead of "magazines" in the second line.

COLORTONE EFFECT



4x5—Colored positive only..\$2.00
Set (positive and negative) 3.00
3 1/4 x4—Colored positive only 1.50
Set (positive and negative) 2.25
Order by No. N-282
NATIONAL STUDIOS, Inc.
226 West 56th St., N. Y.

"Lonely Hearts"

A. Reserve a section of your theatre for a special "Lonely Hearts" theatre party. Take up this matter with your newspaper "Advice to the Lovelorn" editor. Have daily publicity stories about the possibilities of making new friends by correspondence and such get-togethers. Arrange dates for all people who write in, having the men call for the women and take them to the theatre. Explain to them that much of the action of the picture hinges on "the mail bride" idea, with Barbara Stanwyck marrying a man she had never seen, through correspondence.

B. As a good advance gag that will reach the thousands of people who read the "Advice to the Lovelorn" letters, plant a series of letters in that department raising the question of whether or not a girl should marry a man she has never seen after carrying on a correspondence with him. Use the same type of query for several days in advance, making an effort to have the answers addressed to "The Purchase Price" Editor. If possible, have the paper run special letters and answers about such matters, mentioning "The Purchase Price" as often as possible.

"Before-Or-After" Trailer Song

To further exploit the importance of Barbara Stanwyck's role as a torch singer, and also to make a strong impression from the "singing-for-the-first-time" angle, get one of the entries in your "Barbara Stanwyck Torch Singer" contest to sing a chorus of "Take Me Away," before or after the trailer. Place her on a side of the stage against a black drop. Dim house lights and footlights and throw a baby spot on the singer. The prettier the singer, the better the effect on the audience.

DEALER CO-OPERATION

a. Co-Operative Ad
Any dealer from the smallest merchant to the largest department store is eligible in this co-operative ad stunt.
The outline following is self-explanatory:

THE BIGGEST BARGAINS TROY HAS EVER SEEN			
DRESS SHOP AD	MEN'S FURNISHING AD	Barbara Stanwyck in "THE PURCHASE PRICE" with GEORGE BRENT THEATRE COPY	
SPORT DRESSES Purchase Price \$3.45	POLO SHIRTS Purchase Price \$1.95		
GARAGE AD	GROCERY STORE AD		
SPECIAL in GAS Purchase Price 8 for \$1.00	CANNED PEAS Purchase Price 3 for 25c	HAT STORE AD Purchase Price \$3.50	BARBER SHOP AD Purchase Price 25c
		TIRE COMPANY AD Purchase Price \$4.98	
		SHOE STORE AD Purchase Price \$5.00	Jewelry Shop AD Purchase Price \$37.50

Your newspaper's ad solicitor will handle all the work. All you have to do is to give him the idea—he'll do the rest and welcome it.

b. Window Displays
Every dealer who comes in on the ad should agree on this co-operative window display—but whether he participates in the ad or not, this window tie-up should be one of the most widely circulated ones you've ever arranged. Here's the idea: Around a center-piece of several stills showing figures of Stanwyck and scenes from the picture the dealer should build his regular display. Price tags on the merchandise should bear the line SPECIAL PURCHASE PRICE. Your still display should carry an appropriate plug for your showing. Explain to the dealer that by using the movie material as a center he has an inexpensive window display and one that is certain to attract loads more interest than his window usually receives.

c. Herald Distribution
Have all co-operating merchants distribute your heralds with each purchase. Its copy, scenes and layout make it an all-around swell convincer.

POSTERS WITH ACTION AND APPEAL

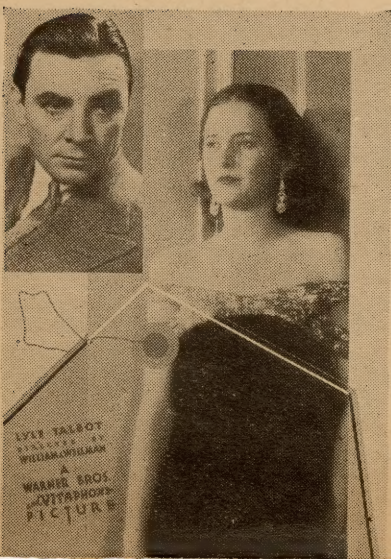


24 Sheet

DESCRIPTION: "Barbara Stanwyck" lettered in light yellow on dark blue ground. Title in dark red and "George Brent" in light blue. Figures, drawn by one of the country's outstanding artists, are in vivid natural colors.



ONE SHEET



INSERT CARD



THREE SHEET



SIX SHEET



SLIDE



Excellent for marquee and lobby hanging. Size 20 by 30 inches. Printed in brilliant colors on durable canvas. Comes with eyelets.

PRICE 50c EACH

Do Not Order from Exchange!

Available Only From

METRO FLAG-BANNER CO.

1178 BROADWAY

NEW YORK, N. Y.

Cash with Order or C.O.D.



WINDOW CARD

**SEE THE
COMPELLING
HERALD ON
THIS PICTURE**

**BARBARA
STANWYCK
DESERVES
GREAT OUT-
DOOR BILLING**

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**

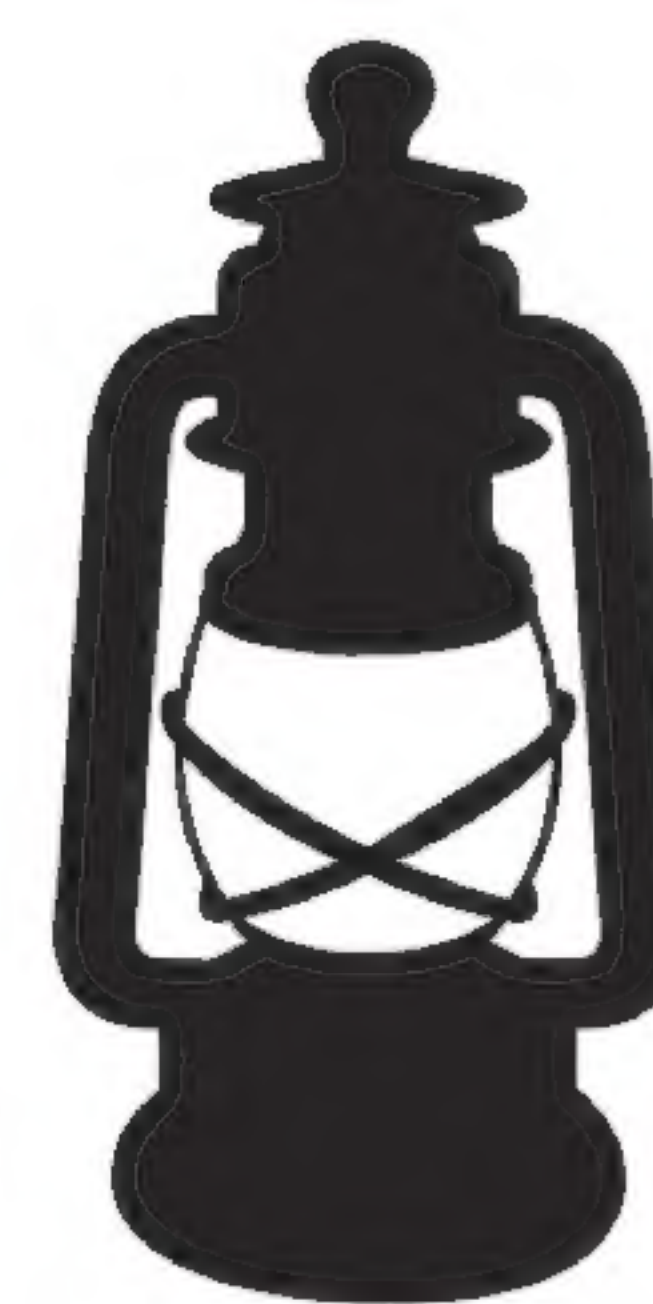


Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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www.mediahistoryproject.org